<table>
<thead>
<tr>
<th>Section</th>
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<td>III</td>
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<td>IV</td>
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<td>IX</td>
<td>Learning &amp; Development Outcomes</td>
<td>24-25</td>
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<tr>
<td>X</td>
<td>2016-2017 Assessment Plan</td>
<td>26</td>
</tr>
</tbody>
</table>
I. CAREER COUNSELING PROGRAM
Workshop Evaluation Assessment
Student Responses: 163

KPIs:
- Students reported 98% overall satisfaction with workshops.
- Students reported 95% satisfaction with workshop content.
- Students reported 98% satisfaction with workshop presenters.
- Students reported 91% satisfaction with workshop handouts and materials.
- Resulting net promoter score (NPS) was 61 (similar to Trader Joes 62 for 2017).

Responses:
1. Please rate your overall workshop satisfaction.
<table>
<thead>
<tr>
<th>Answer</th>
<th>Count</th>
<th>%</th>
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</thead>
<tbody>
<tr>
<td>Very satisfied</td>
<td>108</td>
<td>66.26%</td>
</tr>
<tr>
<td>Moderately satisfied</td>
<td>52</td>
<td>31.9%</td>
</tr>
<tr>
<td>Neither satisfied nor dissatisfied</td>
<td>2</td>
<td>1.23%</td>
</tr>
<tr>
<td>Moderately dissatisfied</td>
<td>1</td>
<td>0.61%</td>
</tr>
<tr>
<td>163</td>
<td></td>
<td>98.16%</td>
</tr>
</tbody>
</table>

2. Please rate the workshop content.
<table>
<thead>
<tr>
<th>Answer</th>
<th>Count</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>105</td>
<td>64.42%</td>
</tr>
<tr>
<td>Good</td>
<td>50</td>
<td>30.67%</td>
</tr>
<tr>
<td>Average</td>
<td>8</td>
<td>4.91%</td>
</tr>
<tr>
<td>163</td>
<td></td>
<td>95.09%</td>
</tr>
</tbody>
</table>

3. Please rate the presenter(s) delivery of the workshop.
<table>
<thead>
<tr>
<th>Answer</th>
<th>Count</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>137</td>
<td>84.05%</td>
</tr>
<tr>
<td>Good</td>
<td>23</td>
<td>14.11%</td>
</tr>
<tr>
<td>Average</td>
<td>3</td>
<td>1.84%</td>
</tr>
<tr>
<td>163</td>
<td></td>
<td>98.16%</td>
</tr>
</tbody>
</table>

4. Please rate the workshop handouts and materials.
<table>
<thead>
<tr>
<th>Answer</th>
<th>Count</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Extremely helpful</td>
<td>64</td>
<td>39.26%</td>
</tr>
<tr>
<td>Very helpful</td>
<td>57</td>
<td>34.97%</td>
</tr>
<tr>
<td>Moderately helpful</td>
<td>28</td>
<td>17.18%</td>
</tr>
<tr>
<td>Slightly helpful</td>
<td>2</td>
<td>1.23%</td>
</tr>
<tr>
<td>No handouts provided</td>
<td>9</td>
<td>5.52%</td>
</tr>
<tr>
<td>N/A</td>
<td>3</td>
<td>1.84%</td>
</tr>
<tr>
<td>163</td>
<td></td>
<td>91.41%</td>
</tr>
</tbody>
</table>
5. How likely are you to recommend a Career Services workshop to a friend or colleague?
(10 - Very likely to 0 - Not likely)

<table>
<thead>
<tr>
<th>Answer</th>
<th>Count</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>83</td>
<td>50.92%</td>
</tr>
<tr>
<td>9</td>
<td>26</td>
<td>15.95%</td>
</tr>
<tr>
<td>Detractors</td>
<td>Passives</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>34</td>
<td>20.86%</td>
</tr>
<tr>
<td>7</td>
<td>10</td>
<td>6.13%</td>
</tr>
<tr>
<td>6</td>
<td>4</td>
<td>2.45%</td>
</tr>
<tr>
<td>5</td>
<td>3</td>
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<td>4</td>
<td>1</td>
<td>0.61%</td>
</tr>
<tr>
<td>3</td>
<td>1</td>
<td>0.61%</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>0.61%</td>
</tr>
<tr>
<td>1</td>
<td>0</td>
<td>0.00%</td>
</tr>
</tbody>
</table>

NPO  60.74  61 NPS (Trader Joes 62, Customer Guru 2017)

Recommendations

- Explore other technology aside from paper and email surveys to capture results at the end of workshops. (Ex. ipods/ipads)
- Consider tailoring the evaluation to specific workshop offerings for program specific data.
II. FRESHMAN FOCUS TEAM
Counseling Group Surveys

Student Responses: 57

Major & Career Exploration Groups
Student Response: 42 (Fall – 2 groups, Winter – 2 groups, Spring – 1 group)
Key Performance Indicators (KPIs):
• 46% decrease in stress level related to major & career concerns
• 31% increase in confidence in whether or not they wanted to change their major
• 49% increase in certainty of their new target major (of students who were intending to change their major)
• 59% increase in self-awareness related to career decision-making
• 88% of students agreed that the group helped them achieve their goals
• 86% of students were satisfied with their experience in the groups

Career Foundations Groups
Winter Quarter – 1 group, Spring Quarter – 1 group
Student Response: 15
Key Performance Indicators (KPIs):
• 100% increase in their career readiness
• 40% decrease in stress and/or concern related to being “career ready”
• 73% of students felt prepared to develop a resume and cover letter
• 87% of students felt knowledgeable of the job and internship search process
• 47% of students felt confident in their overall career plan, an increase of 47 percentage points
• 80% of students agreed this group had helped them achieve their goals
• 87% of students were satisfied with their group experience
III. Career & Professional Development Certificate (CPDC) Assessment

Student participation numbers: 28
- 11.5% 1st year
- 11.5% 2nd year
- **50.0%** 3rd year
- 19.2% 4th year
- 7.7% 5th year or more

Key Performance Indicators (KPIs):
- 96% of students reported an increase in confidence in their career path.
- 31% of students networked with 7 or more industry professionals as a result of the program.
- 96% of students reported a professional network as very/extremely important as a result.
- 58% of students report ability to create resume BEFORE program as average, below ave, or poor
- 96% of students reported ability to create resume AFTER the program as good or excellent.
- **100%** of students reported satisfaction with 1:1 career counseling appointment
- Net Promoter Score = 73 (Apple - hardware)

As a result of participating in this program, has your level of confidence in your career path increased?
- **96.2%** Yes
- 3.8% Unsure (1 person)

Rate your increased level of confidence.
- 0.0% Very slight
- 0.0% Slight
- 24% Moderate
- **60%** Significant
- 16% Very significant

How many industry professionals did you connect with (network, interview, job shadow, email, speak with) as a result of this program?
- **30.8%** 7 or more
- 19.2% 5-6
- 26.9% 3-4
- 23.1% 1-2

How helpful was the on-campus event(s) or presentation(s) you attended in supporting your career exploration and planning?
- 34.6% Extremely helpful
- **53.8%** Very helpful
- 11.5% Moderately helpful
- 0.0% Slightly helpful
- 0.0% Not at all helpful

As a result of the program, how would you rate the importance of having a professional network?
- **80.8%** Extremely important
- 15.4% Very important
- 3.8% Moderately important
Rate your ability to create a resume BEFORE participating in this program.
- 3.8% Poor
- 11.5% Below average
- **42.3% Average**
- 38.5% Good
- 3.8% Excellent

Rate your ability to create a resume AFTER participating in this program.
- 0.0% Poor
- 0.0% Below average
- 3.8% Average
- 38.5% Good
- **57.7% Excellent**

Please rate your satisfaction with your 1:1 career counseling appointment.
- **84.0% Very satisfied**
- 16.0% Moderately satisfied
- 0.0% Neither satisfied nor dissatisfied
- 0.0% Moderately dissatisfied
- 0.0% Very dissatisfied

How likely are you to recommend Cal Poly Career Services to a friend or colleague?
- 73.1% Promoters
- 26.9% Passives
- 0.0% Detractors

**NPS Score: 73.1**

**Qualitative Data**

How did you hear about this program?
- I heard about this program while attending events (1:1 appointments & workshops) at Career Services, as well as by picking up the CPDC information flyer/card.
- through an email from Career services
- A rep from the freshman focus team came and talked to our first year seminar class UNIV 125
- ASCI 363
- At Career Services/my roommate from OCOB
- Business 100
- Career Counselor
- Career Readiness Group and handouts
- E-mail
- English Career Week
- Flyer
- From previous workshops prior to starting at Cal Poly.
- Front Desk Receptionist at career center
• I attended an accounting event to help students prepare for the Fall Symposium and it covered Brand, Engage, and Connect. Since it covered so many sessions, they told us of the program.
• I heard about this program by searching through the career services site and stumbling upon it.
• I heard about this program while attending a workshop.
• I learned about it through a career services presentation.
• I saw a flyer about the certificate at Cal Poly open house.
• I saw a postcard in Career Services building.
• I went to an event that mentioned it.

How could we improve this program? Are there any other comments you would like to share?
• Maybe have better organization/webpage that has a checklist of which seminars go under the certain category
• This is a very valuable tool available to all of us at Cal Poly, and I appreciate the flexibility and relevance of each of the requirements. I’m glad the CPDC program is advertised during each Career Services workshop, though I think the nature of this survey should be stressed more. For example, though I kept track of the dates and titles of the events I attended, asking for the event location took me by surprise. Eventually it would be helpful to connect Handshake to this survey, allowing participants to "check in" at events (this would be an auto fill-type expansion of the checklist already available.) Thank you for asking for my feedback!
• Advertise workshops more throughout campus
• Even though I heard about the program, I was still unclear as to which "events" could count
• Have email reminders of upcoming events and workshops the career center holds, and bring more awareness to the Career and Professional Development program.
• I think the program could include some community involvement via community service or philanthropy so people get a better understanding of what people work for- those around them.
• I think there needs to be more advertising for this wonderful program. More people should take advantage of the Career and Professional Development certificate program offers.
• Include more things for other majors besides STEM.
• It was hard to find classes to satisfy of all the categories that fit into my class schedule! Otherwise, great program!
• Just make it more known. I am sad that it took me till my spring quarter senior year to find out about this. (if its not already, include it as part of wow week so freshman can start early)
• Keep thinking of creative, useful, and interesting events with info that is more than what we can see online/on the website. (For example, StrengthsQuest Pizza and Personality was helpful in that Katie brought in all of the Top Themes and how we can use each one specifically for career choices - that was great!)
• Maybe add an implementation phase after workshops that’s optional and encouraged so that student learning can be put into action right away.
• One improvement could be to maybe have more specific "pull" from popular corporations amongst students, especially those companies located in San Luis Obispo. This would allow many more students to part take in summer research/internship opportunities.
• There could be some workshops with practice interviews so students feel more prepared and confident for real interviews.
• Try to make this program more publicized. I only found out about it because I had an interest in further developing my professional skills, but many do not have this drive. It would help them a lot to participate in this program, but first they need to hear about it from somewhere.
• more advertising of your program! I first heard of this program through my junior seminar class
• more major specific advertising (e.g. English Career Week)
IV. CAREER FAIR EMPLOYER PROGRAM 2016-17
Fall Employer Responses: 45

Survey Highlights

Outcomes (KPI)
- On average, employers met with 31-50 students
- On average, employers expect to move 9 students through the recruiting process
- 378 day-of student interviews at the Fall Career Fair
- 25% have already interviewed candidates
- 72.5% are planning to contact candidates for an interview
- 93.5% indicated that resumes met or exceeded their expectations
- 93.5% indicated that student dress met or exceeded their expectations
- **100% indicated that students’ ability to communicate met or exceeded expectations**
- **100% indicated that their overall impression of students met or exceeded expectations**

Most important factors in meeting with students at career fair:
1. Resume
2. Networking and communication ability
3. Overall enthusiasm

Screening criteria:
1. Prior internship or other relevant experience
2. Overall first impression
3. Major/degree

Employer purpose for attending career fair:
- **80.4% Networking with candidates**
- 54.3% Branding
- 50% Interview-to-hire
- 34.8% Screening interviews

What words would you use to describe Cal Poly talent?
- Ability to learn on the job
- Focused, well-rounded
- Energetic, curious, well-prepared
- Technically and academically outstanding
- Driven, ready to work
- Nervous

What did you like most about the career fair?
- Good student turnout
- Lots of qualified candidates
- Students are a good fit for what we are looking for
- Organized customer service
- The timing. Shorter fair and then opportunity to conduct interviews same day.
What is one thing that is offered at another campus career fair that you would like to see at Cal Poly?

- Better placement of companies with known high volume of candidates
- Help with loading and unloading employer packages
- Send out an email about two months before with checklists on preparation for the fair
- Pre-event “mixer” to allow students to learn more about the companies who will be at the Career Fair
- Some kind of snacks to get us through the day without leaving our booth would have been great

2016 Fall Career Fair event recommendations based on employer feedback and event data

- Promote OCI opportunities to employers who are planning to conduct interviews
- Strategize ways to collaborate with other departments in Student Affairs or across campus to assist with the career fair
- Strategize company placement and table organization
- Consider creating a map showing where companies are located

Winter Employer Responses: 48
Survey Highlights
Outcomes (KPI)

- On average, employers met with 51-75 students
- On average, employers expect to move 5-10 students through the recruiting process
- 198 day-of student interviews at the Winter Career Fair
- 28% had already interviewed candidates when surveyed
- 65% were planning to contact candidates for an interview when surveyed
- **100% reported that resumes met or exceeded their expectations**
- 96% indicated that student dress met or exceeded their expectations
- 98% indicated that students’ ability to communicate met or exceeded expectations
- **100% indicated that their overall impression of students met or exceeded expectations**

Most important factors in meeting with students at career fair:

4. Resume
5. Overall enthusiasm
6. Expression of Interest in Company

Screening criteria:

4. Prior internship or other relevant experience
5. Major/degree
6. Overall first impression

Employer purpose for attending career fair:

- **68.1% Networking with candidates**
- 48.9% Screening interviews
- 44.7% Interview-to-hire
- 42.6% Branding

What words would you use to describe Cal Poly talent?

- Enthusiastic
- High caliber technically skilled students
Intelligent and eager to work
Cal Poly students are hardworking, innovative, and ambitious
Groomed talent for a variety of positions across many facets of industry. Eager minds ready for challenges to face head-on.

What did you like most about the career fair?
- Large volume of candidates at Cal Poly attend the career fair
- Well organized
- The professionalism of the students
- Great food, well prepared candidates!
- Interviewing at the table after the fair

What is one thing that is offered at another campus career fair that you would like to see at Cal Poly?
- Better and more frequent communication before the fair
- Providing carts to assist with shuttling heavier pieces of equipment from curb to table would be useful
- Casual intro/mixer event the night before to give students a better feel for what companies will be attending, and what those companies do and have to offer
- Providing more space in between tables
- This fair was too long. I know it is intended for the students to have more time, but it seemed too long.

2017 Winter Career Fair event recommendations based on employer feedback and event data
- For future Winter Career Fairs, consider reserving the MAC room for additional space
- To provide clear and concise communication, limit text included on the Handshake event page
- Clarify next-day interview room reservation process

Spring Employer Responses: 47
Survey Highlights
Outcomes (KPI)
- On average, employers met with 11-30 students
- On average, employers expect to move 6 students through the recruiting process
- 153 day-of student interviews at the Spring Career Fair
- 33.3% had already interviewed candidates when surveyed
- 50% were planning to contact candidates for an interview when surveyed
- **100% reported that resumes met or exceeded their expectations**
- 93.6% indicated that student dress met or exceeded their expectations
- 98% indicated that students’ ability to communicate met or exceeded expectations
- **100% indicated that their overall impression of students met or exceeded expectations**

Most important factors in meeting with students at career fair:
1. Resume
2. Expression of Interest in Company
3. Overall enthusiasm

Screening criteria:
1. Major/degree
2. Prior internship or other relevant experience
3. Overall first impression

Employer purpose for attending career fair:
- 76.6% Networking with candidates
- 48.9% Screening interviews
- 53.2% Interview-to-hire
- 44.7% Branding

What words would you use to describe Cal Poly talent?
- Amazing bunch of confident young talent
- Breadth is amazing with the unique skills & talents of Cal Poly students. Depth is difficult to judge in such a short time, until 1-1 interviews can be done.
- Excellent variety of majors and skillsets. Great communicators with a lot of enthusiasm.
- Impressive, motivated, well rounded
- Polished, prepared, enthusiastic
- Strong, diverse, qualified
- Well grounded and ready to work

What did you like most about the career fair?
- Everything was well organized! I was very impressed. Definitely on top of logistics compared to other career fairs. Good job!
- Exposure to so many talented students in a short time frame
- Students were well prepared and Cal Poly's hospitality is at its peak!
- The ambiance and the space provided was intimate enough but still not crowded. Food was great too!

What is one thing that is offered at another campus career fair that you would like to see at Cal Poly?
- Have department instructor(s) come to the faire to visit pertinent companies that may match up with their students.
- It was disappointing that only about 10 students came by our table. There didn't seem to be that many students who attended the career fair in general. The price tag of $850 a day is rather expensive as well compared to other college career fairs we attend (usually around $500/day).
- Student name tags with their name, year, and major. Or at least train them to introduce themselves in that way. Had a couple students do that, and it seemed so professional and impressive, not to mention very helpful!
- Please schedule future career fairs on different weeks/days than UCSB. Difficult when scheduling to meet both at the same time.
- Non-alphabetical company tables. Organizing alphabetically places companies in the same general location each time - which may be a good thing or bad thing. Companies in line with the entry door are a direct walk for the students, whereas companies on the edges may miss some of the students.

2017 Spring Career Fair event recommendations based on employer feedback and event data
- Consider shortening the networking time-frame
- Continue scheduling all Career Services staff to support the event for the whole day
- Clarify next-day interview room reservation process
V. CAREER FAIR STUDENT PROGRAM
Fall Student Responses: 390
Survey Highlights
Outcomes (KPI)
- 85.2% of students agreed or strongly agreed that attending the Winter Career Fair was worthwhile
- **88.9% agreed or strongly agreed they gained confidence by talking with recruiters**
- **95.3% agreed or strongly agreed they experienced how career fairs work**
- 71.6% reported they expanded their professional networks by attending the career fair
- **89.1% reported they learned about interesting companies and job opportunities**

How students heard about the career fair:
- **64.4% Word of mouth**
- **64.4% Career Services email or e-newsletter**
- 41% my.calpoly portal
- 37.3% Poster, flyer or banner
- 28.4% Email from faculty or advisor

Conflict with attending the career fair:
- 58% had to choose between attending the career fair and attending class
- 32% did not have a scheduling conflict
- 28% studying for a test

What students attending the career fair were looking for:
- **75.2% Internship**
- 34.4% Career position
- 17.3% Co-op

Students’ primary motivation for attending career fair (top 3 motivations):
1. To network with recruiters and build professional relationships
2. To learn about companies and job opportunities
3. To obtain an interview

Student feedback:
- If the career fair website had indicated the experience level each business was searching for, it would have been very beneficial and time-saving.
- Dropping off and retrieving my backpack took a long time
- The bag check was really helpful
- Either scale back companies attending or add more days, it was very difficult to navigate this year
- Get more automotive companies to the Career Fair (e.g. Ford, GM, FCA, VWG).
- It may help if there is designated times for each year, because Freshmen and Sophomores are most likely going just to get the experience, while 3rd and 4th years are looking for some type of a position. Also, getting professors on board would be helpful, that way the Fair can be an excused absence if one has class during the time.
I think that having the fair on the weekend or even Friday - Saturday would allow me to attend both the days. I felt like I missed out and that I would have been able to be much more confident when speaking to reps if I attended both days.

I was very thankful for the staff that were placed at the door. They advised me to look over the whole floor of companies and then choose ones to talk to.

I wish I could have known the exact job positions each company was recruiting for.

Was not able to sufficiently research companies beforehand to see what majors they were interested in, website should have better search and filtering options.

It would be really nice if more companies searching for liberal arts majors would come to Career Fairs.

Under-represented majors mentioned: History, Anthropology and Geography, Hospitality, Chemistry

I spoke to several recruiters who mentioned that Cal Poly was the most expensive career fair. I could not even begin to imagine how many companies passed on coming to Cal Poly because career services over charged companies to have a booth.

Using Handshake via smartphone was horrible. I couldn't access the companies and jobs I was following.

The Mustang Jobs Site was a little unclear as to the schedule. It mentioned in some places that the fair was split into networking and interviews, whereas elsewhere it only listed the full time span, which implied that the networking ran until 5pm.

It was frustrating when companies would talk to you and then afterwards said the only next step was applying online. I didn't understand why they were there if they were telling all students to apply online. I found that the career fair was disheartening. The majority of companies were looking for engineers and if you weren't one they were very rude. I think that the career fair was very well organized and I appreciated the bag check. It's just unfortunate that some employers seemed to be wasting our time.

There's not enough room in the gym for all of these companies. Everything was jam packed, it was loud and there was no room to talk with recruiters. I also wish the career fair extended for longer hours or was on the weekend or something so it won't conflict with class and we can have more time to network.

This is more about the computing career fair. I found that it was WAY too packed and frankly, a fire hazard. It shouldn't have been held in Chumash, but rather held in the MAC (where it was held 2 years ago.) Also, I know that students practicing the Jewish Faith were unable to attend Wednesday's career fair. I find this really unfair and believe that the career fair should've been held on another day.

2016 Fall Career Fair event recommendations based on student feedback and event data.

- Continue using new organization system in backpack check room
- Consider creating a map showing where companies are located
VI. Employer Engagement Program
CSM & Business Processes Evaluation - Handshake CSM Migration Implementation

Guiding Principles
CSM implementation planning will be guided by the following principles and shared beliefs for successful outcomes (taken from MustangJOBS Committee):

- All committee outcomes and decisions will have a foundation in Career Services and/or Student Affairs mission, vision, and values
- We believe in respectful communication, open values, and honest dialog
- Expect a culture of excellence, innovation, and cross-function (between working areas) collaboration
- Structures, models, and solutions will support long term strategies
- K.I.S. where feasible
- User requirements, both students, employers, faculty/staff, will drive solutions and services
- We will use our history and past experience to guide and enhance creative solutions (don't dwell on what's out of our control)

Project Charter

- Develop, guide, and execute an implementation plan for successful CSM launch
- Coordinate the completion of implementation sub-team agenda items, gathering feedback from all members of the representative area
- Attend all training sessions and implementation meetings
- Build office inclusivity and shared commitment around Handshake
- Key areas are: Recruiting, Events, Employer Partnership/Development, Career Counseling/Advising, Internal and External Communication, Career Services Management, and Information Technology.
- Implementation Planning --> Implementation Working Groups

Process Overview

Scope

- All processes, services, and resources applicable to Career Services Management are in scope for this project.
- Example NOT in scope: purchasing procedures
- In scope processes:

<table>
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<tr>
<th>Employer Partnerships</th>
<th>Career Counseling</th>
<th>Office Operations / Assessment</th>
<th>Other Marketing / Communication</th>
<th>IT and System Maintenance</th>
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<tbody>
<tr>
<td>Career Fair</td>
<td>Workshops &amp; Presentations</td>
<td>Data Reporting</td>
<td>(Not in other areas)</td>
<td>Data uploads from SIS</td>
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<tr>
<td>Other Events</td>
<td>Appointments (all types)</td>
<td>Monthly Reports</td>
<td>e-Newsletter</td>
<td>System maintenance</td>
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<tr>
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<td>Third Party Resources*</td>
<td>Calendaring</td>
<td>Surveys</td>
<td>Issue Escalation</td>
</tr>
<tr>
<td>Job Postings</td>
<td></td>
<td>CSM and Website integration</td>
<td>Major Employer Announcements</td>
<td></td>
</tr>
<tr>
<td>Networking Sessions</td>
<td></td>
<td></td>
<td>Major Student Announcements</td>
<td></td>
</tr>
<tr>
<td>Contact &amp; Employer Management</td>
<td></td>
<td></td>
<td>Content Creation*</td>
<td></td>
</tr>
</tbody>
</table>

- Phased in for new services? Example: Mentoring Module; Newsletters
- Name Change for MJ?
Details

- 4-part process
  - 3 main components to migrate our existing services: Process, Integration, Marketing/Content
  - 1 component after migration: Quality Assurance / Quality Control (QA/QC)

Descriptions

- Process Working Group
  - Creates high-level process maps/flowcharts of services. These can start as ‘as-is’ diagrams and become ‘future-state’ (i.e. where we are to what we want)
  - As-is and future state may be the same but don’t know until it’s mapped and the discussion started
  - Process team and flowcharts are INDEPENDENT of technology. There should be NO technology incorporated at this point

- Integration Working Group
  - Takes flowcharts from process team and applies the technology layer
  - This team implements the processes as designed. If the process does not align with technology, collaboration between Process Working Group and Integration Working Group for solution
  - Works with leads to develop policies and procedures where indicated
  - Outcome of collaboration --> Process Team goes back and update flowcharts to reflect how the process is applied in technology (how it actually works)

- Marketing/Content Working Group
  - Creates the output where indicated from process/flowchart diagrams
  - Includes content in the system for all constituents, email communications, marketing plan, launch plan
  - May or may not include on-going marketing and communication strategy (to be determined)

- QA/QC Working Group
  - Survey of students during planning stages for feedback to inform the process
  - Conducts thorough review of the implemented system after soft launch to ensure the technology aligns with the process and everything works as we expect
  - Engage Employer, CS Staff, On-Campus constituents for soft launch QA/QC cycle
  - Works with both process and integration teams for observed issues, bugs, glitches, etc to rectify before hard launch

- Continuity
  - Process Working Group --> post migration transforms to CS leadership
  - Integration Working Group --> post migration back to MustangJOBS committee
  - Marketing/Content Working Group --> Setup as new marketing committee or becomes part of comprehensive MJ Committee (i.e. add additional Counselor and Marketing representative)
  - QA/QC Working Group--> Ends at implementation and is re-engaged as large new features or services are rolled out. Can also be integrated as a working group within MJ committee

Working Groups

- Business Process Maps Working Group
  - Each Team/Service Area: Recruiting, Events, Front Office/Finance, Career Counseling, Employer Relations, Administration/Leadership
- Marketing and Communication Working Group
  - Amie Hammond, Danielle Epstein, Evie Kriegbaum, Melinda McCann, Soukita Thipsouvanh, Charlotte Rinaldi-Zuniga, Katie Snyder, Erika Wagner, Taylor Law
- Office Operations/Assessment Working Group
  - Seth Igarta, Rick Salomon, Eileen Buecher, Katie McGuire, Evie Kriegbaum, Lauren Platte, Dale Stoker III
- Tech Integration and Implementation:
  - Representative from each Work Group and Team/Service Area with Rick (Select representative within each Work Group/Service Area)
  - Recruiting: Melinda McCann, Lauren Platte
  - Events: Soukita Thipsouvanh, Katie McGuire
  - Front Office: Soukita Thipsouvanh, Denise Lazar; Katie McGuire
  - Counseling: Alexis Melville, Ashley Eberle, Tammy Martin
  - Employer Development: Dale Stoker III, Danielle Epstein
  - Administration / Leadership: Eileen Buecher, Charlotte Rinaldi

### Metric Data: Past 2 Years

<table>
<thead>
<tr>
<th>Career Fairs</th>
<th>July 1, 2016-May 31, 2017</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employer Registrations</td>
<td>828</td>
<td>1,002</td>
</tr>
<tr>
<td>Recruiters Hosted</td>
<td>2,798</td>
<td>3,120</td>
</tr>
<tr>
<td>Student Participation</td>
<td>11,691</td>
<td>12,896</td>
</tr>
<tr>
<td>Interview Schedules</td>
<td>201</td>
<td>206</td>
</tr>
<tr>
<td>Student Interviews</td>
<td>1,434</td>
<td>1,414</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>On-Campus Interviews</th>
<th>July 1, 2016-May 31, 2017</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employers Served</td>
<td>195</td>
<td>183</td>
</tr>
<tr>
<td>On-Campus Interviews - Career</td>
<td>735</td>
<td>533</td>
</tr>
<tr>
<td>On-Campus Interviews - Intern/Co-op/Experiential Learning</td>
<td>1,102</td>
<td>1,038</td>
</tr>
<tr>
<td>On-Campus Interviews - Room Only</td>
<td>2,141</td>
<td>2,375</td>
</tr>
<tr>
<td>On-Campus Interviews - Other</td>
<td>N/A</td>
<td>7</td>
</tr>
<tr>
<td>TOTAL INTERVIEWS</td>
<td>3,978</td>
<td>3,953</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Job Postings</th>
<th>July 1, 2016-May 31, 2017</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Job Postings - Career</td>
<td>10,072</td>
<td>16,041</td>
</tr>
<tr>
<td>Job Postings - Intern/Co-op/Sum</td>
<td>3,733</td>
<td>6,357</td>
</tr>
<tr>
<td>Job Postings - Local Part-Time/On-Campus</td>
<td>3,417</td>
<td>2,809</td>
</tr>
<tr>
<td>Job Postings - Federal Work-Study</td>
<td>175</td>
<td>81</td>
</tr>
<tr>
<td>Job Postings - Fellowships</td>
<td>N/A</td>
<td>121</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Networking Session</th>
<th>July 1, 2016-May 31, 2017</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employer Sessions</td>
<td>50</td>
<td>32</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Employer Relations</th>
<th>July 1, 2016-May 31, 2017</th>
<th>% Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employers – Existing</td>
<td>220</td>
<td>130</td>
</tr>
<tr>
<td>Employers – New</td>
<td>144</td>
<td>204</td>
</tr>
<tr>
<td>Total Employers</td>
<td>364</td>
<td>334</td>
</tr>
<tr>
<td>Total Engagements</td>
<td>675</td>
<td>434</td>
</tr>
</tbody>
</table>
Highlights for 2016-17

- Invested in a new innovative platform, Handshake, to enhance job opportunities and professional education to students, as well as internal business processes and user experiences.
- Created a total of 12,280 new employer accounts as of May 31, 2017, giving them access to post positions, register for career fairs, and request on-campus interviews.
- Advertised a total of 27,568 job opportunities for current students and alumni as of June 30, 2017, which is a 47% increase over last year.
- Hosted a total of 32 networking sessions for employers to increase company visibility and inform students of employment opportunities.
- Strengthened our professional relationships and partnerships by welcoming 460 interviewers from 183 companies and organizations for 3,952 on-campus interviews.
- Hosted 10-signature career fairs with 1,002 employer registrations, 3,120 recruiters, and 12,896 students; increasing overall employer participation by 21% and student participation by 10% compared to the 2015-2016 academic year.
  - Engaged 851 recruiters that were also Cal Poly alumni (27% of all career fair recruiters).
- Hosted 231 students for phone or Skype/Web interviews as of May 31, 2017, a 72% increase from last year.
- Presented recruiting opportunities to 343 employers to increase prominence of CLA and COSAM students.
- Curated and published 72 total newsletters for CLA and COSAM students highlighting targeted employers, events, jobs and professional insights for their career paths.
ABOUT THE GRADUATE STATUS REPORT

The Executive Summary contains post-graduation plans for Cal Poly’s class of 2015-16. This report provides information about graduate outcomes (employment, graduate school, and other intentional pursuits), timeline for securing work, job locations based on California state regions, and median salary.

The figures reported are based on data collected from 2,465 graduates of the Fall 2015 and Spring 2016 classes for a total of 54 percent. This represents a three percent student increase compared to the 2014-15 graduating class and 10 percent increase since the 2013-14 graduating class. Career Services utilized commencement fairs, email, employer and college information, university records, and knowledge rate sources to obtain student survey responses and outcomes.

The comprehensive Graduate Status Report includes additional graduate outcome information delivered in the following format: university-wide summary sheet, college specific summary sheets, and detailed college status reports by major. Other relevant data highlighted are majors related to jobs percentage, top employers, California employment regions, graduate schools and graduate degree programs, and job location. The detailed college status reports also includes job titles obtained by graduates, their employers, and where they are attending graduate school.

To view the detailed results from the 2015-16 Graduate Status Report, please visit our website at careerservices.calpoly.edu/gsr.

GRADUATE OUTCOMES

94% POSITIVELY ENGAGED

73% WORKING FULL TIME (+11% over 2014-15)

17% ATTENDING GRADUATE SCHOOL

2% WORKING PART TIME

2% OTHER PURSUITS**

6% STILL SEEKING

EMPLOYMENT TIMELINE

OF THOSE EMPLOYED,

99% ARE EMPLOYED WITHIN 9 MONTHS OF GRADUATION

67% before graduation, 18% within 3 months, 14% within 9 months

Cal Poly graduates successfully obtained their career goals with 94 percent securing positive post-graduation outcomes: work, graduate school, and other intentional pursuits (e.g. research, travel, gap year experience, travel, artistic pursuits, and personal commitments). The 2015-16 graduating class experienced an 11 percent increase obtaining full-time jobs. Overall, positive engagement increased three percent among 2015-16 graduates, compared to the previous class.

These results are based on a 54 percent response rate for the 2015-16 graduating class with 67 percent having secured work by graduation and 99 percent within nine months of graduation. This represents a four percent increase of students securing work before graduation compared to the 2014-15 class.
The majority of graduates (88 percent) start their careers in California. Their top three career choice areas are the Bay Area (40 percent), Los Angeles and Southern Counties (30 percent), and San Luis Obispo County (24 percent). Out-of-state employment is consistent with the 2014-15 graduation class. Other career destination cities for the 2015-16 graduation class are scattered throughout central and northern counties of California with 10 percent of graduates working in other states and 2 percent in international countries.

The overall median salary is $60,000, a seven percent increase compared to the 2014-15 graduation class and with a higher deviation in Engineering ($70,000).

The Cal Poly Graduate Status Report (GSR) is valued and utilized by the university, employers, admission officers, academic advisors, community colleges, high school counselors, advancement officers and accreditation teams. An on-line version of the GSR can be found at: careerservices.calpoly.edu/gsr.
INTRODUCTION
For decades, Career Services has been collecting traditional first-destination data through annual surveys of new graduates. As a one year timeline indicates Cal Poly graduates initial success, it does not completely tell the outcome story of Cal Poly graduates. This five year analysis of alumni outcome data expands on the Cal Poly long-term effect on alumni career success. The 5 Year-Out Survey, conducted by Career Services in 2015-2016, clearly reports that alumni have advanced professionally as a result of their educational experience at Cal Poly. This includes career outcomes, promotional advancement opportunities and salary. A high percentage of our graduates were engaged in pre-career experiences that have contributed to their success. In addition, alumni reported they are currently satisfied with their career choices and Cal Poly’s role in preparing them for their future success.

BACKGROUND
Career Services developed a 5 Year-Out Survey in 2015 that targeted alumni who graduated 5 years previously. A pilot program was established to survey the graduating class of 2009-10 for the College of Engineering. Career Services created a 5 Year-Out Survey to gather data on career outcomes, advanced degrees, upward mobility, job relatedness, Cal Poly satisfaction, top skills learned and other areas.

A total of 868 students graduated in 2009-10. 358 surveys were completed by alumni, representing 41% of the graduating class. The following is a breakdown by major:

<table>
<thead>
<tr>
<th>Majors</th>
<th>Responses</th>
<th>Majors</th>
<th>Responses</th>
<th>Majors</th>
<th>Responses</th>
</tr>
</thead>
<tbody>
<tr>
<td>AERO</td>
<td>27</td>
<td>CSC</td>
<td>32</td>
<td>IE</td>
<td>24</td>
</tr>
<tr>
<td>ARCE</td>
<td>1</td>
<td>CPE</td>
<td>20</td>
<td>MATE</td>
<td>13</td>
</tr>
<tr>
<td>BMED</td>
<td>19</td>
<td>EE</td>
<td>32</td>
<td>ME</td>
<td>85</td>
</tr>
<tr>
<td>BRAE</td>
<td>0</td>
<td>ENVE</td>
<td>16</td>
<td>MFGE</td>
<td>5</td>
</tr>
<tr>
<td>CE</td>
<td>71</td>
<td>GENE</td>
<td>7</td>
<td>SE</td>
<td>3</td>
</tr>
</tbody>
</table>

CAREER OUTCOMES – Current Career Status
Placement: Cal Poly alumni reported a high measure of success. 95% of alumni were employed and 3% were enrolled in graduate school. 1% were not seeking and 1% were currently seeking.

Upward Mobility: Cal Poly Alumni reported opportunities for advancement. 35% of alumni are currently in a supervisorial or management role. 71% of alumni accepted 1-2 promotional opportunities since they graduated. 19% of alumni accepted 3 promotional opportunities.

To inspire all students to embrace their unlimited possibilities
Fields: Their careers are in the areas of technology, manufacturing, consulting, energy, government/military and heath care. 26% of graduates secured advanced academic degrees.

<table>
<thead>
<tr>
<th>CAREER OUTCOMES</th>
<th>Responses</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employed Full-Time</td>
<td>321</td>
<td>90%</td>
</tr>
<tr>
<td>Employed Part-Time</td>
<td>2</td>
<td>1%</td>
</tr>
<tr>
<td>Self Employed / Entrepreneur</td>
<td>14</td>
<td>4%</td>
</tr>
<tr>
<td>Enrolled in Graduate School</td>
<td>11</td>
<td>3%</td>
</tr>
<tr>
<td>Actively Seeking</td>
<td>5</td>
<td>1%</td>
</tr>
<tr>
<td>Not Seeking</td>
<td>4</td>
<td>1%</td>
</tr>
<tr>
<td>Total Responses</td>
<td>357</td>
<td>100%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>INDUSTRIES</th>
<th>Responses</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technology</td>
<td>77</td>
<td>23%</td>
</tr>
<tr>
<td>Manufacturing</td>
<td>55</td>
<td>16%</td>
</tr>
<tr>
<td>Consulting</td>
<td>55</td>
<td>16%</td>
</tr>
<tr>
<td>Energy</td>
<td>46</td>
<td>13%</td>
</tr>
<tr>
<td>Government/Military</td>
<td>39</td>
<td>12%</td>
</tr>
<tr>
<td>Health Care</td>
<td>19</td>
<td>6%</td>
</tr>
<tr>
<td>Business</td>
<td>10</td>
<td>3%</td>
</tr>
<tr>
<td>Other</td>
<td>37</td>
<td>11%</td>
</tr>
<tr>
<td>Total</td>
<td>338</td>
<td>100%</td>
</tr>
</tbody>
</table>

**SALARY**

The 2009-2010 engineering graduates reported an average starting salary at $59,875 per year. Five years later, alumni reported an average current salary at $95,420 per year. This represents a 59% increase in wages since 2010. The following chart breaks down the average starting, current salary and salary increase percentage by major:

<table>
<thead>
<tr>
<th>Major</th>
<th>#</th>
<th>Starting Salary</th>
<th>Current Salary</th>
<th>Increase %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Overall</td>
<td>329</td>
<td>$59,875</td>
<td>$95,420</td>
<td>57%</td>
</tr>
<tr>
<td>AERO</td>
<td>23</td>
<td>$59,950</td>
<td>$90,867</td>
<td>52%</td>
</tr>
<tr>
<td>ARCE</td>
<td>1</td>
<td>$55,000</td>
<td>$90,000</td>
<td>64%</td>
</tr>
<tr>
<td>BMED</td>
<td>19</td>
<td>$59,627</td>
<td>$94,031</td>
<td>58%</td>
</tr>
<tr>
<td>CE</td>
<td>67</td>
<td>$50,532</td>
<td>$79,998</td>
<td>58%</td>
</tr>
<tr>
<td>CPE</td>
<td>20</td>
<td>$68,406</td>
<td>$103,775</td>
<td>52%</td>
</tr>
<tr>
<td>CSC</td>
<td>30</td>
<td>$65,498</td>
<td>$118,125</td>
<td>80%</td>
</tr>
<tr>
<td>EE</td>
<td>28</td>
<td>$64,375</td>
<td>$103,310</td>
<td>60%</td>
</tr>
<tr>
<td>ENVE</td>
<td>16</td>
<td>$43,417</td>
<td>$69,968</td>
<td>61%</td>
</tr>
<tr>
<td>GENE</td>
<td>5</td>
<td>$58,333</td>
<td>$104,667</td>
<td>79%</td>
</tr>
<tr>
<td>IE</td>
<td>21</td>
<td>$63,222</td>
<td>$92,553</td>
<td>46%</td>
</tr>
<tr>
<td>MFGE</td>
<td>5</td>
<td>$47,200</td>
<td>$86,000</td>
<td>82%</td>
</tr>
<tr>
<td>MATE</td>
<td>12</td>
<td>$74,143</td>
<td>$96,429</td>
<td>30%</td>
</tr>
<tr>
<td>ME</td>
<td>79</td>
<td>$59,795</td>
<td>$90,673</td>
<td>52%</td>
</tr>
<tr>
<td>SE</td>
<td>3</td>
<td>$81,000</td>
<td>$133,333</td>
<td>65%</td>
</tr>
</tbody>
</table>

**GEOGRAPHY**

- 97% of alumni report working in the United States
- Locations outside of the United States: Cambodia, Canada, Costa Rica, Israel, Japan, Mexico, Singapore, and Spain

To inspire all students to embrace their unlimited possibilities
FIRST JOB - FACTS
- 30% of alumni are currently still employed with their first employer.
- Alumni reported the average length of employment with the 1st employer was 2.1 years.
- 45% of alumni who left their first job was due to career advancement with another employer.
- Alumni reported an average number of jobs at 2.1 for the 5 year reporting period.

JOB RELATEDNESS
95% of alumni jobs were related to their major. 5% were not related to their major.

<table>
<thead>
<tr>
<th>JOB RELATEDNESS</th>
<th>Responses</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Highly Related</td>
<td>202</td>
<td>61%</td>
</tr>
<tr>
<td>Moderately Related</td>
<td>115</td>
<td>34%</td>
</tr>
<tr>
<td>Not Related</td>
<td>16</td>
<td>5%</td>
</tr>
<tr>
<td>Total</td>
<td>333</td>
<td>100%</td>
</tr>
</tbody>
</table>

SATISFACTION
Alumni have reported strong satisfaction with their current career and were satisfied with Cal Poly’s role in preparing them for their future careers:
- 90% of alumni reported they were satisfied with their careers.
- 92% of alumni were satisfied with Cal Poly’s role in preparing them for their future careers.

<table>
<thead>
<tr>
<th>SATISFACTION</th>
<th>Current Career Satisfaction</th>
<th>Cal Poly’s Role</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Responses</td>
<td>Percent</td>
</tr>
<tr>
<td>Very Satisfied</td>
<td>159</td>
<td>48%</td>
</tr>
<tr>
<td>Satisfied</td>
<td>139</td>
<td>42%</td>
</tr>
<tr>
<td>Neutral</td>
<td>31</td>
<td>9%</td>
</tr>
<tr>
<td>Not Satisfied</td>
<td>4</td>
<td>1%</td>
</tr>
<tr>
<td>Total</td>
<td>333</td>
<td>100%</td>
</tr>
</tbody>
</table>

PRE-CAREER EXPERIENCE
A high percentage of Cal Poly alumni integrated a pre-career experience while at Cal Poly. Most students completed an internship, co-op or summer job. Other contributing experiential opportunities included ASI/club leadership, volunteer work, research, study abroad, fraternity/sorority experiences and service learning.

<table>
<thead>
<tr>
<th>PRE-CAREER EXPERIENCE</th>
<th>Pre-Career Experience</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Responses</td>
</tr>
<tr>
<td>Internship/Co-op</td>
<td>224</td>
</tr>
<tr>
<td>Summer Job</td>
<td>184</td>
</tr>
<tr>
<td>ASI/Club Leadership</td>
<td>87</td>
</tr>
<tr>
<td>Volunteer Work</td>
<td>79</td>
</tr>
<tr>
<td>Research</td>
<td>65</td>
</tr>
<tr>
<td>Study Abroad</td>
<td>49</td>
</tr>
<tr>
<td>Fraternity/Sorority</td>
<td>42</td>
</tr>
<tr>
<td>Other</td>
<td>24</td>
</tr>
<tr>
<td>Service Learning</td>
<td>12</td>
</tr>
</tbody>
</table>

- 94% of alumni reported that their pre-career experience contributed to their future career success.
PRE-CAREER EXPERIENCE

<table>
<thead>
<tr>
<th>Pre-Career Experience</th>
<th>Responses</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contribute to Future Success</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Great Extent</td>
<td>67</td>
<td>21%</td>
</tr>
<tr>
<td>A Lot</td>
<td>118</td>
<td>36%</td>
</tr>
<tr>
<td>Somewhat</td>
<td>88</td>
<td>27%</td>
</tr>
<tr>
<td>A Little</td>
<td>34</td>
<td>10%</td>
</tr>
<tr>
<td>None</td>
<td>20</td>
<td>6%</td>
</tr>
</tbody>
</table>

SKILL DEVELOPMENT

A high percentage of students reported the most important skills they developed in college were problem solving, critical thinking, and technical skill/knowledge. Other important skills developed were teamwork, interpersonal/social skills, analytical skills, leadership and work ethic.

<table>
<thead>
<tr>
<th>SKILL DEVELOPMENT</th>
<th>Responses</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Problem Solving</td>
<td>206</td>
<td>62%</td>
</tr>
<tr>
<td>Critical Thinking</td>
<td>192</td>
<td>58%</td>
</tr>
<tr>
<td>Technical Skill/Knowledge</td>
<td>157</td>
<td>47%</td>
</tr>
<tr>
<td>Teamwork</td>
<td>70</td>
<td>21%</td>
</tr>
<tr>
<td>Analytical Skills</td>
<td>74</td>
<td>22%</td>
</tr>
<tr>
<td>Interpersonal/Social Skills</td>
<td>65</td>
<td>20%</td>
</tr>
<tr>
<td>Work Ethic</td>
<td>52</td>
<td>16%</td>
</tr>
<tr>
<td>Life-Long Learning</td>
<td>43</td>
<td>13%</td>
</tr>
<tr>
<td>Leadership</td>
<td>39</td>
<td>12%</td>
</tr>
<tr>
<td>Written Communication</td>
<td>37</td>
<td>11%</td>
</tr>
<tr>
<td>Confidence</td>
<td>21</td>
<td>6%</td>
</tr>
<tr>
<td>Other</td>
<td>21</td>
<td>6%</td>
</tr>
<tr>
<td>Total</td>
<td>333</td>
<td>NA</td>
</tr>
</tbody>
</table>

CAL POLY CONNECTIONS

Alumni were asked about their willingness to connect with Cal Poly in one or more of the following ways:

<table>
<thead>
<tr>
<th>CAL POLY CONNECTIONS</th>
<th>Responses</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informational Interview – Profile your career path</td>
<td>151</td>
<td>67%</td>
</tr>
<tr>
<td>Partners – Accessible to students to answer questions</td>
<td>146</td>
<td>65%</td>
</tr>
<tr>
<td>Mentorship Program – Participate in a formal mentorship program</td>
<td>99</td>
<td>44%</td>
</tr>
<tr>
<td>Recruiting – Post job openings with Career Services</td>
<td>88</td>
<td>41%</td>
</tr>
<tr>
<td>Total</td>
<td>338</td>
<td>NA</td>
</tr>
</tbody>
</table>
### 1. BUILD RELATIONSHIPS:

Students who engage in Career Services programs & services will Build meaningful relationships that contribute to a healthy and inclusive community that promotes student success.

<table>
<thead>
<tr>
<th>Students who engage in programs, activities, and services provided by:</th>
<th>Will/Will be able to:</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career Services</td>
<td>a) Build, cultivate and leverage a professional network.</td>
</tr>
</tbody>
</table>

### 2. GET INVOLVED:

Demonstrate socially responsibility, ethical behavior, and meaningful community engagement through service, leadership, and career development activities.

<table>
<thead>
<tr>
<th>Students who engage in programs, activities, and services provided by:</th>
<th>Will/Will be able to:</th>
</tr>
</thead>
</table>
| Career Services | a) Be aware of and utilize career related events including career fairs, networking sessions, on-campus interviews, and professional/empl events.  
  b) Engage in campus activates and gain valuable career related experience including service, campus leadership/involvement, part-time work, study abroad, academic projects and research. |

### 3. BE WELL:

Display behaviors and participate in communities that foster a strong sense of self, and health & wellness

<table>
<thead>
<tr>
<th>Students who engage in programs, activities, and services provided by:</th>
<th>Will/Will be able to:</th>
</tr>
</thead>
</table>
| Career Services | a) Demonstrate a unique and authentic professional personal brand.  
  b) Identify and apply strengths, values, interests, &/or personality, contributing to increased self-awareness and meaningful career path options.  
  c) Appreciate the value of reflection. |
## 4. BE INCLUSIVE:
Learn about themselves and others to enhance their roles as culturally engaged citizens in an inclusive community

<table>
<thead>
<tr>
<th>Students who engage in programs, activities, and services provided by:</th>
<th>Will/Will be able to:</th>
</tr>
</thead>
</table>
| Career Services | a) Demonstrate respect for people from diverse backgrounds.  
b) Value differences and promote inclusion in the workplace.  
c) Function effectively as part of a diverse work group.  
d) Communicate effectively, demonstrating professionalism in a variety of cultural contexts. |

## 5. CONTINUE YOUR SUCCESS:
Build academic and practical skills to support life-long success.

<table>
<thead>
<tr>
<th>Students who engage in programs, activities, and services provided by:</th>
<th>Will/Will be able to:</th>
</tr>
</thead>
</table>
| Career Services | a) Identify and apply strengths, values, interests, and/or personality, contributing to increased self-awareness and meaningful career path options.  
b) Identify and utilize job resources: MustangJOBS, career fairs, on-campus interviewing, networking sessions, career/co-op/internship/part-time jobs, and on-line resources.  
c) Strategize and execute a successful job search.  
d) Prepare an effective resume.  
e) Develop a professional portfolio or work samples showcasing coursework, projects, co-curricular involvement, and experience.  
f) Prepare for the interview process, and implement strategies for successful interviewing.  
g) Complete necessary steps in the graduate/professional school application |
## 2016-2017 Assessment Plan

<table>
<thead>
<tr>
<th>Program</th>
<th>Assessment Method</th>
<th>Data Collection</th>
<th>Outcomes</th>
<th>Sub Team</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graduate Status Report</td>
<td>GSR Survey</td>
<td>Ongoing (Publish 4/2017)</td>
<td>5c &amp; 5g</td>
<td>Seth Rick</td>
</tr>
<tr>
<td>Career Counseling</td>
<td>Workshop Survey</td>
<td>9/2016 to 5/2017 End of each quarter</td>
<td>1a, 2a, 2b, 3a, 3b, 3c, 4b, 4d, 5a-5g</td>
<td>Seth Katie S.</td>
</tr>
<tr>
<td>Career Fairs/Events</td>
<td>Fall Career Fair Survey</td>
<td>10/14/2016 to 10/28/2016</td>
<td>1a, 2a, 3a, 4a, 4d, 5b, 5c, 5d, 5f</td>
<td>Katie M. Lauren</td>
</tr>
<tr>
<td>Employer Relations &amp; Recruiting</td>
<td>Career Services Software/Processes Evaluation</td>
<td>6/2016 to 9/2016 Career Services Wiki Change Management Files</td>
<td>1a, 2a, 2b, 4a, 4d, 5b, 5c, 5f</td>
<td>Rick Seth Lauren</td>
</tr>
<tr>
<td>Alumni &amp; Parent Engagement</td>
<td>Engagement Survey</td>
<td>6/2017 to 8/2017</td>
<td>1a, 2a, 2b, 5b, 5c, 5d, 5h</td>
<td>Dale Seth</td>
</tr>
<tr>
<td>Tracking &amp; Outcome Analysis</td>
<td>Kiosk Program Reports</td>
<td>Ongoing Monthly/Annual</td>
<td>2a, 3b, 5b</td>
<td>Rick Denise Seth</td>
</tr>
</tbody>
</table>